

ABSTRACT

A system and method provide for measuring the effectiveness of online advertising using reach, frequency and effective reach. The system is able to count a user access, even it is served from a cache. The system is further able to distinguish between a unique user accessing a web site for the first time, and users making repeated accesses. The system further does not require a calculation using data commonly stored in a large data access file log of a server to count users, and preserves user privacy while maintaining a count.